



WRLH FOX Richmond
1925 Westmoreland St
Richmond, VA 22300

Smart Media Group-Alexandria
1427 Leslie Ave
Ste 100
Alexandria, VA 22301

Contract # 2636872
Schedule Dates 09/22/16-09/28/16
Advertiser Jack Berry for Mayor-DC (112628)
Agency Smart Media Group-Alexandria (6613)
Product POLITICAL CANDIDATE (ns) (1186)
Brand Berry for Richmond Mayor Est. 922928 (864056)
Salesperson Millennium/DC, Washington DC (1108)
Sales Office Millennium Washington DC
Buyer Name Rubin, Nancy
Phone/Fax /
CPE N/A
Account Types National/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments JAMES SCUTARI

Date Entered 09/21/16
Last Modified 09/21/16
Entered By Jordan Moeller
CO-OP No
Headline # EC25311718
Demo A35+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$150.00
Net Total \$850.00
Sales Tax

09/22/16

Richmond (WRLH)		
By Broadcast Month	Spots	Rate
Sep. 2016	2	\$400.00
Oct. 2016	3	\$600.00
Grand Total:	5	\$1,000.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / News	09/22/16-09/28/16	4	:30	10:01:50P- News-Fox Richmond News @ 10	1	1	1	1	1	1			5	\$200.00	\$1,000.00	Richmond (WRLH)	FOX NEWS AT 10P	9/21/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at: <http://sbj.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.

2030872



125 West 55th St
New York, NY 10019

Contract # 25311718 Changes as of: 9/20/2016 at 6:49 PM Version: Highlighting Revision 1

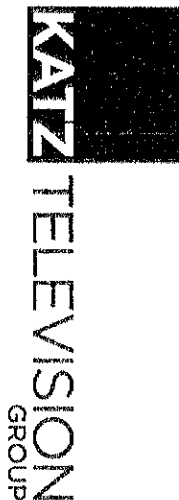
CPE: BERRY/ORDR/922928 Flight: 9/22/16 - 9/28/16 Station: WRLH Total \$: \$1,000.00
Agency: Smart Media Group Advertiser: Berry for Richmond Mayor Market: Richmond Total Spots: 5

1427 LESLIE AVE Product: Berry for Richmond Mayor Office: WASHINGTON Total CPP: \$52.63
SUITE #102 Agency Order #: 30048637
ALEXANDRIA, VA Buyer: Rubin, Nancy Con Type: POLITICAL/VOTE Total GRP: 19.0

22301 Salesperson: JAMES SCUTARI Assistant: JAMES SCUTARI Separation:
202-955-5342 202-955-5342

Comments: nrubin@smartmediagr.com PLEASE EMAIL ME ANY QUESTIONS OR MAKEGOODS This is an order for Berry for Richmond Mayor

#	Day/Time	DP	Program	Rate	A3SP Rating	Len	9/22 - 9/28							Total Spots	Total \$	CPP	GRP
							9/22	9/23	9/24	9/25	9/26	9/27	9/28				
1	M-Su 10p-11p		WASH DC NEWS FOX NEWS at 10p	\$200.00	3.8	30	1	1	0	0	1	1	1	5	\$1,000.00	\$52.63	19.0
TOTALS:							1	1	0	0	1	1	1	5	\$1,000.00	\$52.63	19.0



125 West 55th St
New York, NY 10019

Contract # 25311718		Changes as of: 9/20/2016 at 6:49 PM		Version: Highlighting Revision 1	
CPE: BERRY/ORDR/922928		Flight: 9/22/16 - 9/28/16		Station: WRLH	
Agency: Smart Media Group		Advertiser: Berry for Richmond Mayor		Market: Richmond	
1427 LESLIE AVE SUITE #102 ALEXANDRIA, VA 22301		Product: Berry for Richmond Mayor		Office: WASHINGTON	
		Agency Order #: 30048637		Primary Demo: Adults 35+	
		Buyer: Rubin, Nancy		Con Type: POLITICAL/NOTE	
		Salesperson: JAMES SCUTARI 202-955-5342		Assistant: JAMES SCUTARI 202-955-5342	
				Separation:	
				Total \$: \$1,000.00	
				Total Spots: 5	
				Total CPP: \$52.63	
				Total GRP: 19.0	

Special Instructions	
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Order Level Comments	
Date/Time	Added by
09/20/16 6:49 PM	JAMES SCUTARI
09/20/16 6:49 PM	JAMES SCUTARI
nubin@smartmediagrp.com PLEASE EMAIL ME ANY QUESTIONS OR MAKEGOODS This is an order for Berry for Richmond Mayor	

Competitive Information	
Market Budget: \$4,444	
WRLH Share: 18%	
Comment:	
WRIC: 26%	
WTVR: 17%	
WWBT: 39%	

Daypart Summary				
Day/Time	% Distrib	Spots	Dollars	GRP
	100%	5	\$1,000.00	19.0
Total	100%	5	\$1,000.00	\$52.63

Monthly Summary		
Month	Spots	Dollars
2016-Sep	2	\$400.00
2016-Oct	3	\$600.00
Total	5	\$1,000.00

Transaction History					
Trans	Created/Received	Created by	Status	Spot#	Spot-
Revision	9/20/16 6:49 PM	JAMES SCUTARI	Revised		
New	9/20/16 6:45 PM	JAMES SCUTARI	New	5	
					\$1,000.00
					\$1,000.00

PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

I represent that the payment for the above described broadcast time has been furnished by:

Berry for Richmond Mayor

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

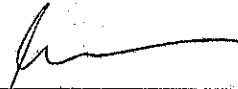
This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

9/21/2016

Date



Signature

To Be Signed By Station Representative

☒ **Accepted**

☐ **Accepted in Part**

☐ **Rejected**



Signature

Anne Dolan

Printed Name

GSN

Title

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE**

☒ **STATE/LOCAL CANDIDATE**

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

WRLH-TV, Richmond, VA

Date:

9/21/2016

I, Smart Media Group,

being/on behalf of: Berry for Richmond Mayor,

a legally qualified candidate of the Republican

political party for the office of: _____

in the General

election to be held on: 11/8/2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<h1>SEE ATTACHED</h1>					

Attach proposed schedule with charges (if available): \$850.00

FEDERAL CANDIDATE CERTIFICATION

In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:

I, _____
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ **does**

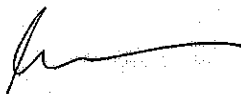
☐ **does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☐ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



signature of candidate or authorized committee

printed name

date

AGREED UPON SCHEDULE

(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF
CANDIDATE'S REQUEST)

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<h1>SEE ATTACHED</h1>					

Attach proposed schedule with charges (if available): \$850.00

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- 1) actual air time and charges for each spot;
- 2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- 3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air and the rates charged, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired and the rates charged. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.